

MAR 26 1945

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FRANCES HUGHES, *Editor*  
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NEW YORK 19, N.Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 23, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On- March 28	MILLINERY DESIGNED BY SHIPYARD WORKERS A collection of hats, designed by two members of the Todd Shipyard Corporation's Hoboken Division, are on display in one of Lord & Taylor's windows. These hats consist of safety helmets with trimmings.	LORD & TAYLOR 424 FIFTH AVE.	WINDOWS
Now Going On- March 29	"SHOULD WOMEN WEAR SLACKS" CONTEST A radio contest for the best 50-word essay on the subject "Should Women Wear Slacks," sponsored by the Diana Corset Company, with a \$100 War Bond as prize. Contestants should submit essays to Station WJZ, c/o Diana Corset Co. This program is heard over Station WJZ every Saturday at 5:45 P.M. Publicity: Lester Harrison, MU. 3-1267.	DIANA CORSET CO. 1 EAST 33RD ST.	STATION WJZ 770 ON THE DIAL
Now Going On- April 14	EXHIBITION: PAINTINGS BY BEN-ZION Recent paintings by Ben-Zion, Ukrainian-born American painter, who is well known for his vigorous and personal style of painting. Contact: Bertha Schaefer, WI. 2-3331.	BERTHA SCHAEFER INTERIORS	32 EAST 57TH STREET
Cancelled March 23	THE NICOLE DE PARIS LUNCHEON FASHION SHOW OF CUSTOM-MADE CLOTHES HAS BEEN CANCELLED.		
Friday March 23 10:00 A.M.- 2:00 P.M.	ANNUAL FUR FASHION PROMENADE High-style and popular-priced furs will be shown at this famous fur designer's annual fashion promenade. Open to fur buyers, manufacturers, fur trade and press. For further information, contact: Sam Hersh, PE. 6-7426.	SOL VOGEL (FUR DESIGNER) 330 SEVENTH AVENUE	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Friday March 23 11:45 A.M.- 11:55 A.M.	INTERVIEW: "WHY THE FRENCH WOMAN IS CHIC" Madame Henri Bonnet, wife of the French Ambassador, will be interviewed by Imogene Wolcott in a pickup from Washington, D.C. Mme. Bonnet, who has an exclusive millinery shop in Washington, will discuss French fashions and millinery in describing "Why The French Woman Is Chic." Publicity: Geraldine Foster, PE. 6-9600, Ext. 119.	IMOGENE WOLCOTT ON "WHAT'S YOUR IDEA"	STATION WOR--MUTUAL BROADCASTING SYSTEM
Friday March 23 6:30 P.M.	AULD LANG SYNE: DINNER AND DANCE Proceeds from Auld Lang Syne Party to be used for War Activities Fund of Advertising Women of New York, Inc. Music by Jenö Bartal's Orchestra; table gifts and souvenirs. Admission: \$10.00 per person. Reservations must be made in advance. Contact: Elsie E. Wilson, Advertising Women of New York, 47 West 34th Street, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	BILTMORE HOTEL BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MARCH 25, 1945</u>			
March 25	PALM SUNDAY		
Monday March 26 8:30 A.M.- 9:00 A.M.	INTERVIEW: "TAKE YOUR PLACE AT PEACE TABLE" Edward L. Bernays, renowned publicist and public relations adviser, will be interviewed by Nancy Craig. He will discuss the subject: "Take Your Place At The Peace Table". Publicity: Muriel Cahill, CI. 7-5700.	NANCY CRAIG PROGRAM "THE WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
Monday March 26 10:15 A.M.- 11:00 A.M.	INTERVIEW: AUTHOR OF "LOVE OF A GLOVE" C. Cody Collins, publicity director for Kislav gloves, and author of the forthcoming book "Love Of A Glove", (see page 5) will be interviewed by Bessie Beatty. Mrs. Collins will discuss gloves through the ages; also, leather, knitted, and fabric gloves, etc. Contact: Bessie Beatty, ST. 9-4519.	BESSIE BEATTY PROGRAM	STATION WOR 710 ON THE DIAL
Beginning Monday March 26 11:00 A.M.- 2:30 P.M.	VICTORY GARDEN INFORMATION BOOTH An information booth where victory garden problems may be discussed. Open from 11:00 A.M. to 2:30 P.M. daily for about six weeks under the auspices of the Victory Garden Council. Open to public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN GARDEN CLUBS	HOME FURNISHINGS FIFTH FLOOR
Monday March 26 1:00 P.M. Luncheon	MILLINERY FOR SPRING & SUMMER New millinery for Spring and Summer by Rose Sapphire, featuring fabulous flowered hats; salad and rose creations; starched white nets with pastel flowers; and other hat fashions. Bags and gloves to match. Open to pub- lic. Press by invitation. Contact: Rose Sapphire, EL. 5-9087. Fashion Show Publicity & Director: Mary Alice Rice, PL. 3-4500.	ROSE SAPPHIRE 501 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 26- March 31	"GIBSON GIRL" EXHIBITION A tribute to the memory of Charles Dana Gibson, creator of the "Gibson Girl", who became a national style. Original Gibson drawings and prints, and a display from the Traphagen museum collection of authentic costumes and accessories of the "Gay Nineties" and following years, reflecting the artist's influence on fashion. Recent accessions of the period, con- tributed to the school's museum collection by Mrs. Irving McKesson, will add color to this display. Open to public from 9 A.M. to 9 P.M. weekdays, Saturdays until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday March 27 12:30 P.M. Luncheon	DISCUSSION: "THE PSYCHOLOGY OF COLOR" Peggy Sage presents Dr. Julian Ellsworth Garnsey, noted color consultant, who will discuss "The Psychology of Color", explaining why certain colors have attention-getting display value. Practical information about color in beauty and fashion -- why some fashion colors have a quieting in- fluence and others can arouse particular emotions. Press by invitation only. Publicity: Henrietta Amos, FL. 3-9600.	PEGGY SAGE INC. 50 EAST 57TH ST.	PIERRE HOTEL ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER FASHION SHOW Sports clothes and dressy fashions for Spring and Summer will be shown during luncheon. Open to public. Press by invitation. Publicity: Nona James, CH. 4-7658. Plaza Publicity: Margaret Brown, PL. 3-1740, Ext. 166.	ALICE OROVAN 785 FIFTH AVE.	PLAZA HOTEL TERRACE ROOM
Tuesday March 27 2:00 P.M.- 6:00 P.M.	PRESS PREVIEW: MODERN AMERICAN DANCE Exhibition of photographs by Barbara Morgan, depicting evolution of modern American dance during the past decade. Arranged in panels with text in Spanish, these photographs and their enlargements present in action: Martha Graham, Doris Humphrey, Charles Weidman, Hanya Holm, Pearl Primus, Tamiris, and others. The exhibition, arranged by the Inter-American Office of the National Gallery of Art, Washington, D.C., is having its first showing at the Museum and will then be sent to Cuba and other Spanish-speaking countries. Exhibition open to public from March 28 to April 29. Press by invitation only. Publi.: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM
Tuesday March 27, March 29	"MAKE-OVER MAGIC" FABRIC CONSERVATION "Make-Over Magic"--clothes made from salvaged fabrics--demonstration forums conducted by Mrs. Dorothea Cook, Lux consultant. This is part of a 2-week display at Loeser's, with illustrated panels showing efficient washing and ironing methods. Open to public. Publicity: Paul Murphy, TR. 5-8100, Ext. 277.	FREDERICK LOESER & CO. BROOKLYN	FORUM FIFTH FLOOR
Tuesday March 27 4:00 P.M. Cocktails	EXHIBIT: CONTROLLED SHRINKAGE OF WOOL Exhibit and discussion of the latest information on controlled shrinkage of wool through the use of <u>Lanaset</u> . A wide variety of merchandise, some of which will soon be on the market, will be on display. Wool shrinkage and its control will be discussed by M. D. C. Crawford, of Fairchild Publications, and Ephraim Freedman, head of the Bureau of Standards of Macy's. By invitation only. Contact: Kathryn Day, AS. 4-7484.	TEXTILE RESIN DEPT. AMERICAN CYANAMID CO.	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
Beginning Tuesday March 27	ANNUAL EASTER FLOWER MART Brilliant, garden-like setting with hundreds of fragrant plants in full-bloom for Easter--African violets, Easter lillies, calla lillies, roses, daisies, hydrangeas, foliage plants, etc. Prices from 75¢ to \$7.50. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET THIRD FLOOR
Wednesday March 28 1:00 P.M. Luncheon	HATS FOR SPRING AND SUMMER Spring and Summer millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Anita Andra, PL. 8-1809. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA 558 MADISON AVE.	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday March 28 8:00 P.M.	ENTERTAINMENT & FASHION SHOW FOR RED CROSS Style show and entertainment by screen, stage, and radio stars at the Skouras Academy of Music, by Greek Division of American Red Cross, to raise \$100,000. This is one of several events arranged to celebrate on March 25, the one hundred and twenty-fourth anniversary of Greek Independence. Publicity: Red Cross War Fund, BR. 9-2104.	GREEK DIVISION AMERICAN RED CROSS	ACADEMY OF MUSIC 126 EAST 14TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled March 29	NOTE...THE ZOE DE SALLE PRESS PREVIEW OF SPRING AND SUMMER CUSTOM-MADE ORIGINALS HAS BEEN CANCELLED.		
March 29	JEWISH PASSOVER FESTIVAL (March 29-April 5).		
Thursday March 29 8:30 A.M.- 9:00 A.M.	INTERVIEW: "TWENTY CAREERS OF TOMORROW"	NANCY CRAIG PROGRAM "THE WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
	Post-war opportunities in 20 broad fields will be discussed by Darrell and Frances Huff, in an interview with Nancy Craig. Job problems of servicemen and women after the war. Darrell Huff was formerly managing editor of "Better Homes and Gardens". Publicity: Muriel Cahill, CI. 7-5700.		
March 30	GOOD FRIDAY.		
April 1	EASTER SUNDAY.		
Sunday April 1- April 29	OPENING: BALLET THEATRE SEASON	S. HUOK	METROPOLITAN OPERA HOUSE
	The Ballet Theatre will begin a four-week season with three new works added to the schedule. The most novel of these is Antony Tudor's psychological murder ballet called "Undertow", with costumes by Raymond Breinin. The other new works are Leonide Massine's setting of the Beethoven "Moonlight Sonata", with decor and costumes by Sergei Soudeikine, and Bronoslava Nijinska's "Harvest Time", set to various music of Wieniawski arranged by Antal Dorati. Agnes de Mille's revised version of "Tally-Ho!" is also on the schedule and so is a restoration of Massine's "Mademoiselle Angot". The guest artists will be: Tamara Toumanova, Leonide Massine, Jerome Robbins, Agnes de Mille (if by that time she is still in this country), Argentinita, Pilar Lopez and company, and as guest conductor, Sir Thomas Beecham. Publicity: Gerald Goode, PL. 3-0820.		
Easter Sunday April 1	BENEFIT EASTER BRUNCH	MONTA CARLO	MADISON AVE. AT 54TH ST.
	Annual Easter "Brunch" at Monte Carlo this year is to raise funds for the comfort and recreation of wounded servicemen traveling on the Second Service Command Hospital Trains and the Army enlisted personnel serving on the trains. During the breakfast, there will be a gala fashion show by Saks Fifth Avenue, and a special floor show of stage and screen stars, including Frank Sinatra. Reservations: \$5.00 per person. "Golden Horseshoe" ringside tables at special prices. Contact: Monte Carlo, PL. 5-3400. Publicity: Leonard H. MacBain, MU. 2-3317.		
Monday April 2- April 30	UNITED NATIONAL CLOTHING COLLECTION	U.N.R.R.A. AND WAR ADVERTISING COUNCIL	ALL OVER THE COUNTRY
	"What Can You Spare That They Can Wear?" is the slogan for a nation-wide advertising campaign in support of the United National Clothing Collection for 150,000,000 pounds of serviceable used clothing for distribution overseas. Conducted by the United Nations Relief and Rehabilitation Administration in combination with the War Advertising Council, the opening of the campaign will feature a message from Henry J. Kaiser, Chairman of the collection. Gordon E. Cole, advertising director, Can Manufacturers Institute, is campaign manager; Benton and Bowles, Inc., volunteer agency; and Douglas Meldrum, council staff manager.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 3 1:00 P.M. Luncheon	GAY COTTONS AT LUNCHEON SHOWING "Lovable, tubable" cottons for Spring and Summer will be shown during luncheon. All types of cottons for juniors and misses--playclothes, day-clothes, dinner and evening clothes--complete cotton wardrobe. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP 543 MADISON AVE.	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 3, April 5 3:00 P.M.	PUBLIC SHOWING: AMERICAN FASHIONS AND FRABCS Public showings of American Fashions and Fabrics by leading American designers, made of new fabrics designed from objects in the Museum collections. Admission by card only. Tickets may be secured on application to the Secretary of the Museum, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 82ND ST. CENTRAL HALL
Tuesday April 3, 5:30 P.M.	NOVEL, "WHITE-HAIRED" STYLE REVUE "Remember Mama"--a novel, white-haired style revue, with six white-haired models. Featuring blue-lilac hair rinse and special hair styling. There will also be a mother and daughter "twin hair-do" act, showing that age is no barrier in high fashion. Press by invitation. Minimum: \$1.00 per person. For reservations, contact: Jules, PL. 3-1740, Ext. 44. Fashion Coordinator, Commentator and Publicity: Gail, CI. 6-3795. Plaza Publicity: Margaret Brown, PL. 3-1740, Ext. 166.	MLLE. REIF (BROOKLYN) 721 FLATBUSH AVENUE	PLAZA HOTEL PALM COURT LOUNGE
Tuesday April 3	PUBLICATION DATE: "LOVE OF A GLOVE" A new book about gloves, glove-making, etc. by C. Cody Collins, publicity director for Kislav gloves. A comprehensive history of men's and women's gloves, tracing their influence through the ages in cultural, religious, and social life. Also discussions of leather, tannage, glove-making, knitted and fabric gloves; and tie-ins with jewelry, perfume, and other accessories. This new 135 page book, containing 40 illustrations, should be valuable to the entire industry--buyers, retailers, fashion and feature writers, advertising and display people, salespeople, and teachers of fashion classes. Price: \$3.00 per copy. Publ.: Henry Zwirner, AL. 4-5252.	C. CODY COLLINS	FAIRCHILD PUBLICATIONS 8 EAST 13TH STREET
Wednesday April 4 8:30 A.M.- 9:00 A.M.	INTERVIEW: COORDINATED TABLE ACCESSORIES Carole Stupell, well known for her Madison Avenue Shop, will be interviewed by Nancy Craig in a discussion of coordinated table settings. Publicity: Muriel Cahill, CI. 7-5700.	NANCY CRAIG PROGRAM "THE WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
Wednesday April 4 1:00 P.M. Luncheon	MILLINERY REVUE AT LUNCHEON SHOW New large straw hats for garden parties; flowered millinery; beach hats; high crowns with shallow brims; and bonnets will all be shown at this luncheon millinery fashion show. Open to public. Press by invitation. Publicity and Commentator: Mary Alice Rice, PL. 3-4500. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MINTY MILLINERY 14 EAST 56TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday April 4 4:00 P.M. Tea	TEA FOR DESIGNER JOAN NORTON IRWIN A tea to meet Joan Norton Irwin, designer of junior fashions, and a showing of her junior fashions. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	ROSEMARY SHEEHAN	ST. REGIS HOTEL PENTHOUSE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 4 4:00 P.M.	DISCUSSION: COOPERATION IN SILK DESIGNING A discussion meeting to review the superlative silks of the past and to bring together manufacturers and designers in order to develop a practical working basis for the future in the post-war revival of silk. Silk manufacturers, costume designers, and others have been invited. Contact: Michelle Murphy, NE. 8-5000.	BROOKLYN MUSEUM & INT'L SILK GUILD	BROOKLYN MUSEUM TRUSTEES' ROOM
Wednesday April 4 5:30 P.M.- 7:30 P.M.	PRESS PREVIEW: DECORATOR ROOMS A showing of Altman's new decorator rooms to the invited press. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO. FIFTH AVE. AT 34TH ST.	SEVENTH FLOOR
Wednesday April 4- May 20	WAR BOND PREMIERE: OPENING OF CIRCUS The 1945 circus season will open with a big War Bond Premiere on April 4 at 8:30 P.M.--admittance by purchase of War Bonds only. There will be performances twice daily from April 5 through May 20 at 2:15 P.M. and 8:30 P.M., including Sundays. Tickets: \$1.20-\$5.50 thereafter. Contact: Ringling Bros. Circus, Madison Square Garden, CO. 5-6800.	RINGLING BROS. & BARNUM AND BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
About April 4	FAMOUS McCREERY CIRCUS CLOWNS Several clowns will roam the store for the duration of the circus season to amuse children and customers. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO. FIFTH AVE. AT 34TH ST.	THROUGHOUT THE STORE
Thursday April 5- April 6 11:00 A.M., 2:30 P.M.	DEMONSTRATION: "MAKING OF SLIP COVERS" Aldona Burke of The Advance Pattern Company will discuss and demonstrate "How To Make Your Own Slip Covers." Open to public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING SEVENTH FLOOR
April 6	ARMY DAY (Friday)		
Friday April 6 4:00 P.M.- 8:00 P.M.	"FASHION AND FUN" SHOW Novel fashion presentation with costumes and hats by leading designers in addition to clothes contributed by society women from their wardrobes, modeled by celebrities of stage and screen, and debutantes. These dress designers are cooperating: Hansen Bang, Rose Barrack, Anthony Blotta, Bruno-Spectator Sports, Carmel, Jo Copeland, Fox-Brownie, Louise Barnes Gallagher, Joseph Halpert, Samuel Kass, Tina Leser, Philip Mangone, Claire McCardell, Clare Potter, Ren-Eta Gowns, Ben Reig, Maurice Rentner, Nettie Rosenstein, Adele Simpson, Troy Stix, Trigere, Joset Walker, Joseph Whitehead and Zuckerman & Kraus. Millinery designers who will donate original creations are Lilly Dache, Robert Dudley, John Frederics, Mary Goodfellow, Mme. Pauline, Marion Valle, and Sally Victor. Furs by Esther Dorothy, Gunther, Ritter Bros. Inc., and Schwartz & Bluestein. Cooperating stores are: B. Altman; Henri Bendel; Bergdorf Goodman; Bonwit Teller; Hattie Carnegie; Lord and Taylor; Saks Fifth Avenue; and Jay Thorpe. Proceeds to purchase recreational material for men and women in the Armed Forces. Tickets, \$2.00 available at headquarters of Citizens Committee for Army and Navy, 36 East 36th St. Publicity: Helen Havener, CH. 3-3623 or CH. 3-3671.	CITIZENS COMMITTEE FOR ARMY AND NAVY	PLAZA HOTEL GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 9-	SEW YOUR OWN CLOTHES	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING SEVENTH FLOOR
April 14 11:00 A.M., 2:30 P.M.	Cutting, sewing, and draping your own clothes will be discussed by Lucille Rivers of the McCall Pattern Company. Open to public. Publicity: Janet Stevenson, TR. 5-7200.		
Monday April 9	INTRODUCTION: NEW MAKE-UP AT LUNCHEON	RICHARD HUDNUT	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	A new Du Barry make-up will be introduced at this luncheon show. Fashions by B. Altman & Co. More details later. Open to public. Press by invitation. Hudnut Publicity: Leonore Buehler, WA. 9-2300. B. Altman Publicity: Maggie Bradley. Fashion Show Director: Mary Alice Rice, PL. 3-4500.		
Monday April 9 7:15 P.M.	TWENTY-FIFTH ANNIVERSARY AWARDS AT DINNER-DANCE	ART DIRECTORS' CLUB	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	Reception and presentation of awards at 7:15 P.M. of the 24th Annual Exhibition of Advertising Art. Dinner at 7:45 P.M. (Informal). Tickets: \$8.50 each. Reservations must be made by April 6. Contact: Winifred Karn, Art Directors' Club, 115 East 40th St., CA. 5-4340 or CA. 5-8400.		
Tuesday April 10 1:00 P.M. Luncheon	FIRST N. Y. SHOWING: "WEATHER-VAIN" FASHIONS	AQUATOGS 250 WEST 39TH ST.	RITZ CARLTON HOTEL OVAL ROOM
	First N. Y. showing of an exciting new collection of "weather-vain" fashions. Gay raincoats and raincoats for children, misses, and adults of all ages and sizes. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday April 10 2:30 P.M.	PREVIEW: PERIOD & MODERN COSTUMES	MUSEUM OF FINE ARTS	BOSTON, MASSACHUSETTS
	Preview for the fashion press and fashion designers of the Elizabeth Day McCormick collection of period costumes, prints and costume accessories covering 300 years of design and comprising over 3,000 items. At the same time, Filene's of Boston will present a fashion show of modern costumes for summer wear made of Belding's "Spellbound", spun and woven by Ponemah, in a print which was inspired by a Nineteenth Century French costume in the collection. By invitation only. Publicity: Sara Fox, MU. 3-6526.		
Thursday April 12 1:00 P.M. Luncheon	NEW "NECESSARIES" AT LUNCHEON SHOWING	ARPAD 1 EAST 54TH ST.	PLAZA HOTEL PERSIAN ROOM
	New Spring collection of Arpad's "Necessaries" featuring the latest costume accessories by this imaginative and talented designer. Gay and bright parasols with matching petticoats; scarfs, jewelry, headdresses, etc. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Margaret Brown, PL. 3-1740, Ext. 166.		
Monday April 16 1:00 P.M. Luncheon	"I LOVE SUMMER IN THE CITY"	RUSSEKS FIFTH AVENUE 390 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
	Summer clothes for city wear, and weekend cottons will be shown during luncheon. Open to public. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900. Fashion Show Director and Publicity: Mary Alice Rice, PL. 3-4500.		
Beginning April 16	EXHIBITION: PROCESSING OF V-MAIL	BLOOMINGDALE'S LEXINGTON AVE. AT 59TH	SIXTH FLOOR
	A demonstration of steps involved in filming letters to boys overseas and an explanation of the do's and don'ts. Exhibition under supervision of Navy personnel.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 18 8:00 P.M.	RED CROSS SPORTS FROLIC OF 1945 A 3-hour Red Cross Sports Frolic with sports, stage, radio, and screen celebrities as guests. Ted Husing, sports commentator, is in charge of lining up the talent. The Red Cross hopes to raise \$15,000 from this rally. Tickets: \$9.60 to \$24.00. Publicity: Allison Danzig, BR. 9-2104.	RED CROSS 1945 WAR FUND	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 19 12:30 P.M. Luncheon	ANNUAL AMERICAN DESIGN AWARDS For the 8th time, Lord & Taylor is awarding industrial design prizes to four outstanding American designers. More details later. Publicity: Alice Johnston, VI. 7-3300.	LORD & TAYLOR 424 FIFTH AVE.	WALDORF ASTORIA GRAND BALLROOM
Friday April 27 7:30 P.M.	ANNUAL RED, WHITE AND BLUE BALL The 1945 annual Red, White and Blue Ball, one of the largest benefit fetes of each Spring season, will be "streamlined" this year in compliance with the curfew. Debutantes will help society leaders raise funds for the Soldiers and Sailors Club of N. Y., a permanent organization for Servicemen at 283 Lexington Avenue. One of the features of the evening will be a mock horse race, with several members of the debutante committee wearing racing silks to perform as "jockeys." There will also be dancing and other special entertainment with Raymond Knight as master of ceremonies. Chairman, Mrs. John A. Morris. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL MAIN BALLROOM
Thursday May 3 1:00 P.M. Luncheon	BRIDAL SHOWING DURING LUNCHEON A bridal showing of gifts and dramatic costume accessories. Beautiful jewels, scarfs, and handbags for suits. Also lovely little girls' accessories from the children's department. Open to public. Press by invitation. Publ.: Rosemary Sheehan, CI. 7-8060. Plaza Publ.: Margaret Brown, PL. 3-1740, Ext. 166.	GEORG JENSEN 667 FIFTH AVE.	PLAZA HOTEL TERRACE ROOM
May 13	MOTHER'S DAY (Sunday)		
May 14	BEGINNING OF SEVENTH WAR LOAN DRIVE (May 14-June 30)		
Wednesday May 16 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW A variety of summer fashions will be shown during luncheon, including cottons for town, dressy, cool clothes, sports outfits, and beachwear. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE & CO. FIFTH AVE. AT 40TH ST.	WALDORF ASTORIA STARLIGHT ROOF
Saturday May 19	ANNUAL RECEPTION AND DINNER This year's guest of honor at the 46th anniversary of the National Jewish Hospital at Denver will be John P. Stevens, Jr., president of J.P. Stevens & Co. This widely attended charity affair, with many important N.Y. retailers and manufacturers present, will be a tribute to Mr. Stevens' leadership in interfaith humanitarian activities. Price of tickets will be announced next week. Publicity: David Resnick, CO. 5-5789.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA GRAND BALLROOM
Monday May 21- May 26	NATIONAL COTTON WEEK Contact: Cotton-Textile Institute, WO. 2-0270.	COTTON TEXTILE INST. NAT'L COTTON COUNCIL	ALL OVER THE COUNTRY



MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday  
March 23 PREMIERE: "GOD IS MY CO-PILOT (Movie) STRAND THEATRE, B'WAY & 47TH STREET  
Fascinating war story of the Flying Tigers from the best-selling book by Col. Robert L. Scott, Jr. This Warner Bros. movie stars Dennis Morgan, Dane Clark, Raymond Massey, and Alan Hale. Directed by Robert Florey. Wardrobe by Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Monday  
March 26 OPENING: "YOU CAN'T TAKE IT WITH YOU" N.Y. CITY CENTER, 131 W. 55TH STREET  
A 2-weeks revival of the Moss Hart-George S. Kaufman Pulitzer Prize comedy starring Fred Stone, with Dorothy Stone, Charles Collins, and Emma Bunting. Publicity: Jean Dalrymple, MU. 5-3114.
- Monday  
March 26 OPENING: "THE BARRETTS OF WIMPOLE STREET" BARRYMORE THEATRE, 47TH W. OF L'WAY  
Co-starring Katharine Cornell and Brian Aherne, this revival of "The Barretts of Wimpole Street" will have a limited engagement in N.Y. Staged by Guthrie McClintic. Setting by Jo Mielziner. Publ.: Bill Fields, CI. 5-7930.
- Wednesday  
March 28 PREMIERE: "THE AFFAIRS OF SUSAN" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST.  
Starring Joan Fontaine in four changes of personality, this Paramount picture is a gay romantic comedy with George Brent, Don DeFore, Dennis O'Keefe, and Walter Abel. Produced by Hal Wallis. Directed by William Seiter. Costumes by Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.
- Wednesday  
March 28 PREMIERE: "BETWEEN TWO WOMEN" (Movie) LOEW'S CRITERION, B'WAY & 45TH ST.  
Another of the MGM Dr. Gillespie series, starring Van Johnson, Marilyn Maxwell, Gloria De Haven, Lionel Barrymore, and Keenan Wynn. Directed by Willis Goldbeck. Costumes by Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday  
March 29 PREMIERE: "PRACTICALLY YOURS" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.  
A gay Paramount romance co-starring Claudette Colbert and Fred MacMurray, and featuring Gil Lamb, Cecil Kellaway, Robert Benchley, and others. Produced by Mitchell Leisen. Claudette Colbert's costumes by Howard Greer. Others by Mary Kay Dodson. Publ.: Aileen St. John Brenon, BR. 9-8700.
- Thursday  
March 29 OPENING: "LADY IN DANGER" BROADHURST THEATRE, 235 W. 44TH ST.  
Comedy-mystery by Alexander Kirkland from an Australian play by Max Afford. Principal roles are played by Helen Claire, Alexander Kirkland, Vicki Cummings, and Clarence Derwent, who also directed. Publicity: Leo Freedman, CH. 4-7250.
- Thursday  
March 29 PREMIERE: "COLONEL BLIMP" (Movie) GOTHAM THEATRE, B'WAY & 47TH STREET  
A lavish technicolor film, produced in England for release in this country. Original screen play written, produced and directed by Michael Powell and Emeric Pressburger. World Premiere will be for the benefit of the service-men's rehabilitation program of the Society of Illustrators. Publicity: James Dunn, BR. 9-7300.
- Thursday  
March 29 PREMIERE: "THE CORN IS GREEN" (Movie) HOLLYWOOD THEATRE, B'WAY & 50TH ST.  
Warner Bros. Movie starring Bette Davis in the role that Ethel Barrymore made famous on the stage. This movie has four members of the original stage cast: Rhye Williams, Rosalind Ivan, Mildred Dunnock, and Gene Ross. Directed by Irving Rapper. Produced by Jack Chertok. Costumes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.